

# PIZZA SALES ANALYSIS

DIMPYBANGORIYA@GMAIL.COM



# ABOUT THE PROJECT

This project focuses on analyzing pizza sales data using SQL to extract valuable business insights. Various SQL queries were used to fetch key information such as total sales, top-selling pizza types, customer order patterns, revenue trends, and peak sales hours. The analysis helps identify popular menu items, optimize inventory management, and improve sales strategies. By leveraging SQL for data retrieval and analysis, the project enables data-driven decision-making to enhance business performance and customer satisfaction.



# SCHEMA

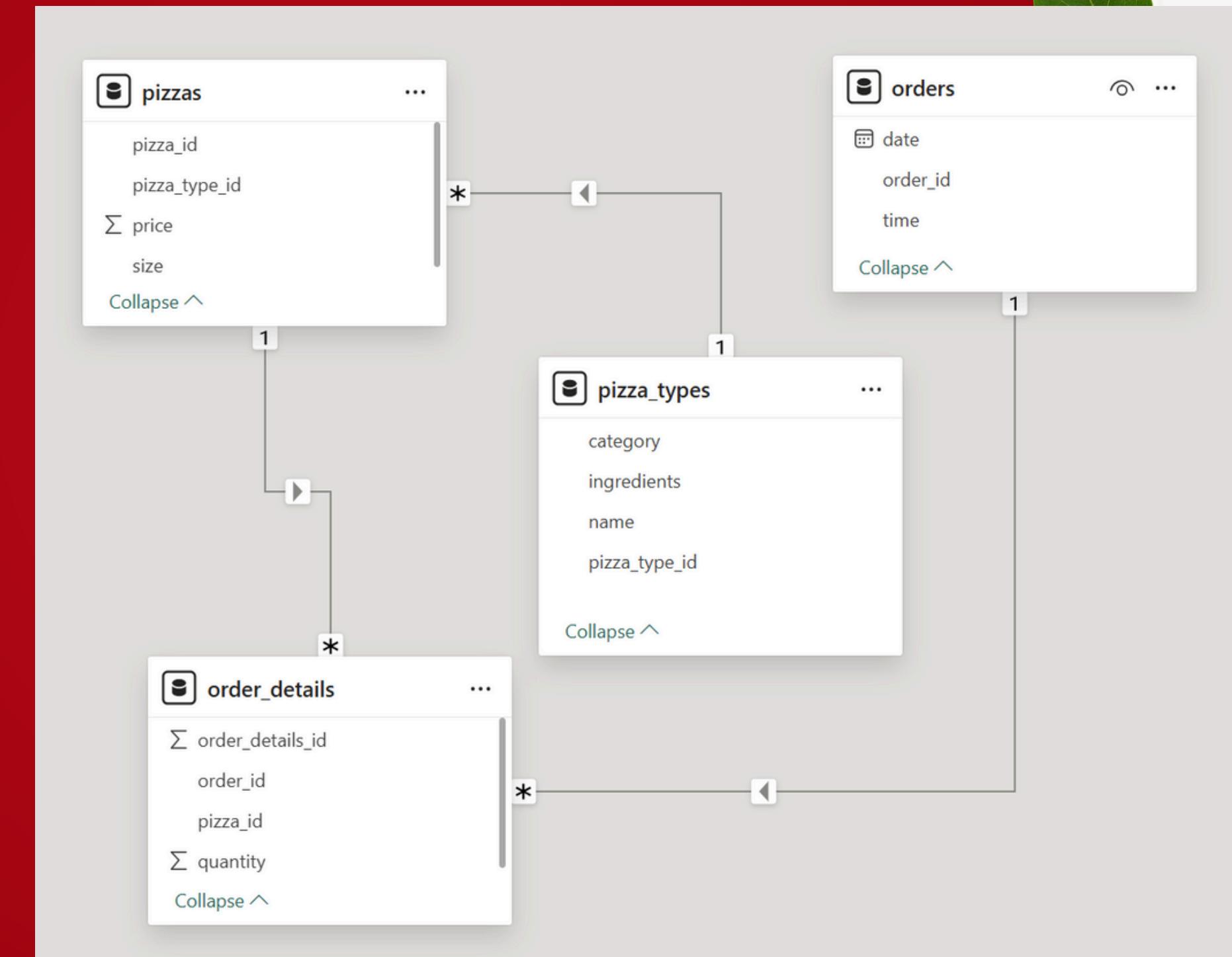
## TABLES USED

PIZZA\_TYPE

PIZZAS

ORDER\_DETAILS

ORDERS



## Q1. RETRIEVE TOTAL NO. OF ORDERS PLACED

```
-- 1 Retrieve the total number of orders placed.  
  
select count(o1.order_id) as Total_Orders  
from dominos.orders o1;
```

Result Grid	
	Total_Orders
▶	21350

## Q2. CALCULATE THE TOTAL REVENUE FROM PIZZA SALES

```
-- 2 Calculate the total revenue generated from pizza sales.

select sum(x.Revenue) as Total_Revenue from
(select (price*quantity) as Revenue
from dominos.order_details od1
left join dominos.pizzas p1
on od1.pizza_id = p1.pizza_id)x;
```

Result Grid | Filter Row

	Total_Revenue
▶	817860.0508384705

### Q3. IDENTIFY THE HIGHEST PRICED PIZZA

```
-- 3 Identify the highest-priced pizza.  
  
select t1.name,p1.price  
from dominos.pizzas p1  
inner join dominos.pizza_type t1  
on p1.pizza_type_id = t1.pizza_type_id  
where p1.price=(select max(price) from dominos.pizzas);
```

Result Grid | Filter Rows:

	name	price
▶	The Greek Pizza	35.95

## Q4. IDENTIFY THE MOST COMMON PIZZA SIZE ORDERED

```
-- 4 Identify the most common pizza size ordered.
```

```
• select p1.size, sum(od1.quantity) as Total_Pizza_By_Size  
from dominos.order_details od1  
left join dominos.pizzas p1  
on p1.pizza_id = od1.pizza_id  
group by p1.size  
order by Total_Pizza_By_Size desc  
Limit 1;
```

Result Grid		Filter Rows:
	size	Total_Pizza_By_Size
▶	L	18956

## Q5. RETRIEVE TOP 5 MOST ORDERED PIZZA TYPES & THEIR QUANTITIES

```
-- 5 List the top 5 most ordered pizza types  
-- along with their quantities.
```

```
select p1.pizza_type_id, count(od1.quantity)  
as total_orders  
from dominos.order_details od1  
inner join dominos.pizzas p1  
on od1.pizza_id = p1.pizza_id  
group by p1.pizza_type_id  
order by total_orders desc  
limit 5;
```

Result Grid		
	pizza_type_id	total_orders
▶	classic_dlx	2416
	bbq_ckn	2372
	hawaiian	2370
	pepperoni	2369
	thai_ckn	2315

## Q6. DETERMINE THE DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

```
-- 6 Determine the distribution of orders  
-- by hour of the day.
```

```
select hour(o1.order_time)  
as Hour_Of_The_Day,  
count(o1.order_id) as Total_Orders_By_Hour  
from dominos.orders o1  
group by hour(o1.order_time);
```

	Hour_Of_The_Day	Total_Orders_By_Hour
▶	11	1231
	12	2520
	13	2455
	14	1472
	15	1468
	16	1920
	17	2336
	18	2399
	19	2444
	20	2444
	21	2444
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	23	2444
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	306	2444</

## Q7. CALCULATE THE AVERAGE NUMBER OF PIZZAS ORDERED PER DAY

```
-- 7 calculate the average number of pizzas ordered per day.

select avg(x.Total_Quantity_Per_Day)
as Average_Number_Of_Pizzas_Ordered_Per_Day
from(
select o1.Order_date,sum(od1.quantity)
as Total_Quantity_Per_Day
from dominos.orders o1
inner join dominos.order_details od1
on od1.order_id = o1.order_id
group by o1.Order_date)x;
```

Result Grid	
	Average_Number_Of_Pizzas_Ordered_Per_Day
▶	138.4749

## Q8. DETERMINE THE TOP 3 MOST ORDERED PIZZA

```
-- 8 Determine the top 3 most ordered  
-- pizza types based on revenue.
```

```
select p1.pizza_type_id,  
sum(p1.price*od1.quantity) as Revenue  
from dominos.order_details od1  
inner join dominos.pizzas p1  
on od1.pizza_id = p1.pizza_id  
group by p1.pizza_type_id  
order by Revenue desc  
Limit 3;
```

	pizza_type_id	Revenue
▶	thai_ckn	43434.25
	bbq_ckn	42768
	cali_ckn	41409.5

# QS. RETRIEVE THE PERCENTAGE CONTRIBUTION OF EACH PIZZA TYPE TO TOTAL REVENUE

```
-- 9 Calculate the percentage contribution  
-- of each pizza type to total revenue.  
  
select pizza_type.category,  
    Round(Sum(order_details.quantity * pizzas.price) /  
        (SELECT Round(sum(order_details.quantity * pizzas.price),02)  
        As total_sales  
    from order_details  
    JOIN  
    Pizzas  
    Where  
        order_details.pizza_id = pizzas.pizza_id)*100,2)  
    As revenue  
From  
    pizza_type  
    JOIN  
    pizzas  
    on pizza_type.pizza_type_id = pizzas.pizza_type_id  
join  
    order_details  
    on order_details.pizza_id = pizzas.pizza_id  
group by pizza_type.category  
order by revenue Desc;
```

	category	revenue
▶	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

# Q10 ANALYZE CUMULATIVE REVENUE GENERATED OVER TIME

```
-- 10 Analyze the cumulative revenue generated over time.

select y.Order_date, y.total_Revenue, sum(y.Total_Revenue)
over(order by y.Order_date) as Cum_Revne from
(
  select x.Order_date, sum(x.revenue) as Total_Revenue
  from
  (
    select o1.Order_date, (p1.price*od1.quantity) as Revenue
    from dominos.pizzas p1
    left join dominos.order_details od1
    on p1.pizza_id = od1.pizza_id
    left join dominos.orders o1
    on o1.order_id = od1.order_id
  )x
  group by x.Order_date
)y;
```

	Order_date	total_Revenue	Cum_Revne
>	NULL	NULL	NULL
	2015-01-01	2713.8500022888184	2713.8500022888184
	2015-01-02	2731.900001525879	5445.750003814697
	2015-01-03	2662.4000034332275	8108.150007247925
	2015-01-04	1755.4500007629395	9863.600008010864
	2015-01-05	2065.9500007629395	11929.550008773804
	2015-01-06	2428.950002670288	14358.500011444092
	2015-01-07	2202.2000007629395	16560.70001220703
	2015-01-08	2020.2500001025155	16560.70001220703

# Q11. DETERMINE THE TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE FOR EACH PIZZA CATEGORY

```
-- 11 Determine the top 3 most ordered pizza types  
-- based on revenue for each pizza category.
```

```
select pt1.pizza_type_id,  
sum(od1.quantity*p1.price) as Revenue  
from dominos.order_details od1  
left join dominos.pizzas p1  
on od1.pizza_id = p1.pizza_id  
left join dominos.pizza_type pt1  
on pt1.pizza_type_id = p1.pizza_type_id  
group by pt1.pizza_type_id  
order by Revenue desc  
Limit 3;
```

	pizza_type_id	Revenue
▶	thai_dkn	43434.25
	bbq_dkn	42768
	cali_dkn	41409.5



# CONCLUSION

This project successfully analyzed pizza sales data using SQL, providing valuable insights into sales performance, customer preferences, and business trends. By executing various SQL queries, key information such as total revenue, top-selling pizzas, peak sales hours, and customer ordering behavior was extracted. The findings help optimize inventory management, refine pricing strategies, and enhance marketing efforts. Overall, the project demonstrates the power of SQL in extracting actionable insights, enabling data-driven decision-making to improve sales and customer satisfaction in the food industry.



# THANK YOU!

DIMPYBANGORIYA@GMAIL.COM

